To: JA.All.Stores, Unmanaged
From: Merrick,T
Subject: Cigarette Merchandising Program 1996

Acme Market has entered into an agreement with R. J. Reynolds Tobacco Company to plan-o-gram all carton and packs merchandised in our stores. R.J. Reynolds is authorized the following:

Top 2 shelves on all carton fixtures

Top 5 shelves on all package fixtures

R.J.R. permanent self-service counter display, if space permits

R.J.R. point of sale pricing above cartons and packs

Please extend to the R.J. Reynolds representative your full cooperation in allowing them to reset your current cigarette department.

ACME

An American Stores Company

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Source: https://www.industrydocuments.ucsf.edu/docs/mnpm0000